

Message Text

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SUBJ: PROPOSAL FOR MINI TRADE CENTER AT TEL AVIV

REF: STATE A-07 OF FEBRUARY 23, 1973

LETTER FROM PETER HALE DATED DECEMBER 20, 1974

PASS COMMERCE-CAGNE-PETER HALE AND OIM- DICK GARNITZ

1. WE PORPOSE THAT MINI TRADE CENTER BE ESTABLISHED IN TEL AVIV ALONG LINES OF AMERICAN MERCHANDISE DISPLAY OSAKA PER REF-AIR. SUCH TRADE FACILITY WOULD BE ONLY ONE OPERATED BY FOREIGN GOVERNMENT IN ISRAEL AND WOULD BE HIGHLY VISIBLE POLITICAL AND COMMERCIAL SYMBOL OF US GOVERNMENT'S COMMITMENT TO EXPAND COMMERCIAL RELATIONS WITH ISRAEL.

2. MINI TRADE CENTER CONCEPT ORIGINALLY DISCUSSED DURING VISITS IN LATE 1974 OF USDOC OFFICIALS PETER HALE AND RICHARD GARNITZ TO ISRAEL.

INITIALLY IDEA GREETED WITH APPROVAL. USIS AUDITORIUM WHICH COULD BE USED FREE OF CHARGE WAS DEEMED ADEQUATE FACILITY FOR HOLDING MINI TRADE SHOWS, JEEPS AND CATALOG SHOWS. THERE WERE, HOWEVER, SOME HURDLES WHEN MINI TRADE CENTER FIRST PROPOSED WHICH WE BELIEVE HAVE BEEN OVERCOME:

A. BUDGET: WITH THE MINI TRADE CENTER IN MIND, PRUDENT MANAGERIAL FISCAL POLICY WAS FOLLOWED IN TECHNOLOGY 75. THUS AN ESTIMATED \$15,000 OF SURPLUS FUNDS FROM TECHNOLOGY 75 BUDGET WILL REMAIN. IT IS HOPED THAT THESE FUNDS COULD BE USED FOR PURCHASE OF ONE OF THE BOOTH DISPLAY SYSTEMS USED

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IN OTHER POSTS TO ACCOMMODATE 10-12 BOOTHS. THEREFORE MAJOR

COST OF MINI TRADE CENTER COULD BE COVERED BY SURPLUS TECHNOLOGY 75 FUNDS. ADDITIONAL BUDGET FOR ADVERTISING TRADE PROMOTION CAMPAIGNS WOULD BE MINIMAL AND COULD BE SUPPORTED BY USDOC OR ON SELF-SUPPORTING BASIS SIMILAR TO TECHNOLOGY 75 APPROACH IN WHICH LOCAL AGENTS WOULD HELP DEFRAID EXPENSES. B. PERSONNEL: FROM EXPERIENCE IN TECHNOLOGY 75 WITH CURRENT EXPERIENCE PERSONNEL RESOURCES WHICH INCLUDED NEWLY-ALLOCATE PERMANENT FSO POSITION IN COMMERICAL SECTION WE ARE CONFIDENT WE COULD MAKE MINI TRADE CENTER SUCCESSFUL OPERATION. WE ALSO WOULD HAVE CONTINUED ASSISTANCE OF USIS WHICH WOULD LEAD TO REACTIVATION OF SOME OF TRADE PROMOTION ACTIVITIES ELIMINATE IN FY 75 AND 76 COUNTRY COMMERCIAL PROGRAMS.

3. CERTAIN SHOW SCHEDULED BY USDOC IN EUROPE COULD BE SCHEDULED FOR TEL AVIV IMMEDIATELY FOLLOWING EUROPEAN EXHIBITION THUS ADDING SMALL EXPENSE TO EXHIBITORS FOR SIGNIFICANT ADDITIONAL EXPOSURE IN ISRAELI MARKET.

4. WE BELIEVE NOW OPPORTUNE MOMENT TO INITIATE MINI TRADE CENTER. SINCE UNUSED TECHNOLOGY 75 FUNDS HAVE TO BE COMMITTED PRIOR TO JULY 1, 1975, YOU URGENT CONSIDERATION AND APPROVAL REQUESTED. VELIOTES

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